

An Analysis of Flouted Gricean Maxims in Yuka's Speech on the Dr. Richard Podcast

Salwa Noviantika¹

Nur Azizah Ramadhanti Muiz²

Cecep Agus^{3*}

¹²³ Institut Prima Bangsa, Indonesia

¹ salwanoviantika52@gmail.com

² aziramadhanti@gmail.com

*cecep.prodi.inggris@gmail.com

Abstract

This study discusses the use of flouting maxims in a podcast conversation between Yuka as an invited guest and Dr. Richard as a host, with a pragmatic approach. This study is based on the Cooperative Principle theory proposed by Grice, and aims to identify the types of flouting maxims that appear and the implications they produce in Yuka's utterances. This study uses a qualitative descriptive method. The data sources consist of spoken utterances taken from the transcription of the podcast conversation, which are then analyzed by grouping the violations of maxims into three categories: the maxim of quantity, the maxim of relevance, and the maxim of manner. The results show that there are 26 utterances containing flouted maxims. The maxims flouted are maxim of quantity, manner, and relevance, with 16 utterances flouted maxim of quantity, 7 flouted manner, and 3 flouted relevance. This study thus concludes that flouted maxims can also function as a deliberate strategy in communication, specifically in this case is within public conversations such as podcasts, where speakers must balance transparency with public image protection.

Keywords: *Flouting maxim, Pragmatic, Podcast*

Introduction

Language is a key tool for social interaction, and it does more than just pass on information directly. It also helps express hidden meanings, create implied ideas, and manage relationships between people. In pragmatic studies, the meaning of what is said isn't only based on the words themselves, but also on the situation and the shared understanding that guides conversation. One important idea in pragmatics is the Cooperative Principle, introduced by Grice (1975). This principle suggests that people generally try to work together in conversations to make communication effective (Lamarque & Asher, 1997).

Grice also introduced four conversation maxims: the maxims of quantity, quality, relevance, and manner. First, the maxim of quantity requires speakers to give enough information for the conversation without saying too much or too little. Next, the maxim of quality means speakers are required to say things that are true or supported by evidence. Moreover, the maxim of relation means speakers are required to keep the conversations relevant to the topic being discussed. As for the maxim of manner, it concerns how something is said rather than what is said, speakers need to be clear, brief, and orderly in their expressions. These maxims are one of the key aspects studied in pragmatics. They are also used in social interactions, especially in conversations (Khusna et al., 2021). However, in everyday communication, speakers do not always follow these maxims explicitly. Failure to follow these maxims is called non-observance of maxims. One type of

this failure is flouting maxim, which is when someone intentionally breaks a maxim to create a specific implied meaning or implicature.

Flouting the conversation maxims often happens in spontaneous, informal, and unplanned spoken conversations, making it a relevant phenomenon to study in real-life interactions. In normal conversations, people usually share the information they need, but sometimes they add extra details or say things that are unclear. This can lead to breaking the rules of conversation (Rivaldo et al., 2023). Flouting maxims is also a form of intentional violation of conversation rules by speakers to convey specific implicit meanings to their conversation partners (Hamidah et al., 2022). Through this action, speakers force their conversation partners to make inferences in order to understand the meaning that is not directly stated. Therefore, the success of communication in this phenomenon heavily depends on the ability of both the speaker and the listener to work together in interpreting the existing context.

One rapidly growing context for spoken communication in digital media is the podcast. Podcasts often feature natural conversations between hosts and guests, with a question-and-answer format that allows for long, winding, or indirect responses. Podcasting is a type of audio content that comes in episodes, making it easy to create and listen to. It has grown from a specialized technology into a popular way for people to share information with a wide audience. (Rime et al., 2022). These characteristics create opportunities for breaking conversational maxims, especially flouting them, which is usually done as a communication strategy to avoid certain topics, protect one's image, or express meaning indirectly. For this reason, podcasts are a promising subject for studying language use from a pragmatic perspective.

Some earlier research has looked at how conversation maxims are broken in different media contexts. A few studies analyzed flouting and breaking maxims in popular podcasts, showing that breaking maxims is often used to change the topic or create certain implied meanings (Sidabutar, 2023). There's also a study that explains that using flouting maxims isn't meant to stop communication, but rather as a strategy to encourage listeners to look for hidden meanings (implicature) behind the words. These implied meanings often include humor or provocative honesty (Rosyidah, 2025). In other articles, it is explained that conversations in entertainment media, like talk shows, can lead to violations of conversational maxims because speakers often express meaning indirectly during spontaneous interactions (Hadzik et al., 2025). However, most of these studies still focus on classifying the general types of maxim violations or analyzing interactions as a whole, without closely examining the speech of a single main participant.

Based on the study, there is still a research gap regarding the analysis of flouting maxims in podcast conversations with personal interviews, especially focusing on the speech of one guest as the main data source. This research offers a new perspective by examining flouting maxims in the speech of Yusman Kusuma, or better known as Yuka, in a podcast hosted by Dr. Richard, with an analysis on how flouting of the maxims of quantity, relevance, and manner is used to create implicit meanings in the conversation. Yuka is an influencer from Bandung who has recently become popular because he was involved in a cheating scandal with a celebrity. His appearance on Dr. Richard's podcast was meant to clarify the situation surrounding the case that involved his name. This is interesting to examine because their conversation involves an infidelity scandal and further makes this conversation more likely to be spontaneous with minimal or no scripting. For this reason, this data is especially relevant for studying the flouting of communication maxims.

Using Grice's Cooperative Principle as the framework for analysis, this study aims to identify the types of maxim violations that appear in Yuka's speech and explain the implied meanings resulting from these flouts. Yuka's speech was chosen as the subject of this research due to its dynamic and meaning-rich communication style, which reflects unique interaction patterns within digital media formats. The analysis focuses not only on the textual forms of maxim flouting, but also considers the situational context that leads to the emergence of such speech. This study is expected to contribute theoretically to pragmatic research, particularly in understanding language use in podcast media. Additionally, practically, the findings can enhance the public's understanding of how information is conveyed indirectly in contemporary spoken communication.

Method

This study uses a descriptive qualitative approach with a pragmatic perspective. A qualitative approach is chosen because the research data consists of spoken language that is analyzed based on context and implicit meaning, not statistical measurements. The data were taken from Yuka's speech in a podcast video titled "KLARIFIKASI YUKA : SAYA DAN JULE SUDAH ... !!!" from dr. Richard Lee, MARS YouTube channel. The data can be accessed through this link: <https://youtu.be/gLptUhuPxSo>. The data were then watched, transcribed, identified, classified, and analyzed. The data were taken with a note-taking technique to be classified and analyzed.

The purpose of this research is to describe and interpret a language phenomenon known as flouting maxims in conversations. Therefore, the results of the analysis are presented in the form of descriptive explanations. The pragmatic approach is used to examine the meaning of utterances based on the context in which language is used, especially by referring to the Cooperative Principle theory proposed by Grice. The focus of the research is on the analysis of flouting related to conversational maxims, namely the maxims of quantity, quality, relevance, and manner, as reflected in the speaker's utterances in the podcast.

Results

The result found that there are 26 utterances made by Yuka in the podcast Youtube video titled "KLARIFIKASI YUKA : SAYA DAN JULE SUDAH ... !!!" that contain flouted maxims. The maxims flouted are Quantity, Manner, and Relevance, with 16 utterances flouted maxim of quantity, 7 utterances flouted maxim of manner, and 3 utterances flouted maxim of relevance. There are not found any maxim of quality being flouted.

Table 1. Types of Maxim Flouted by Yuka in the Podcast Video with Dr. Richard

Type of Maxim	Frequency	Percentage
Quality	0	0%
Quantity	16	61.5%
Manner	7	26.9%
Relevance	3	11.6%
Total	26	100%

Discussion

Flouting Quantity

Data 1

Dr. Richard: Kamu pacaran sama Jule?

Yuka: Oh enggak enggak pacaran. Dekat aja sih. Teman dekat. Aku nganggapnya dekat, tapi aku enggak ada rasa ya sama dia. Jadi aku enggak ada hubungan yang spesial.

(01:01-01:03)

In this excerpt, Yuka flouted the maxim of quantity as he spoke more than what's necessary. The question was "Kamu pacaran sama Jule?" require an answer with a simple yes or no, but instead Yuka answered the question that he is not dating Jule with more information than necessary. He explained that he's just close friends with Jule, he doesn't have feelings for her, and then again emphasized that he doesn't have any special relationship with Jule. By flouting this maxim of quantity, Yuka wants to specifically emphasize that he's just close friends with Jue and that he doesn't have any feelings for her.

Data 2

Dr. Richard: Kenapa cuma Jule yang kamu ganti? Sespesial itu.

Yuka: Oh, enggak.

(05:49-05:53)

In this excerpt, Yuka also flouted the maxim of quantity. This time, he flouted the maxim of quantity by answering with too little information. The question was why the contact name of Jule was the only one he changed in his phone, added with a little comment of "how special it is". To this question, Yuka simply answered with "oh, no", which doesn't answer the question at all. The question was "why" that requires an explanation, but instead Yuka answered without any explanation. This flout of quantity by not giving a complete answer indicates Yuka's intention to avoid answering the real question. By avoiding to completely answer the question, this further creates an indication that he's hiding information from the audience.

Flouting Manner

Data 1

Dr. Richard: Apa karena kamu suka tinju makanya Jule naksir kamu?

Yuka: Kalau itu aku enggak tahu, Dok, kalau itu aku enggak tahu. Tapi enggak sih harusnya, mungkin ya.

(04:11-04:19)

In this excerpt, Yuka is not giving a certain answer. By answering with the words "harusnya" and "mungkin", he is not answering with full certainty. He already said he doesn't know but he also said the fact that Jule liked him because he is a boxer is probably not true. This way of answering makes the answer unclear and ambiguous. It is not clear if Jule really liked him because he's a boxer or not. This flouting of manner maxim shows that he doesn't want to give a clear explanation to the question. This also indicates that he's hiding the truth of the matter by giving an ambiguous explanation.

Data 2

Dr. Richard: Teman-teman juga enggak ada kayak gitu kali, Yuka.

Yuka: Teman dekat mungkin yang romance mungkin. Tapi kalau misalnya perasaan enggak ada dong.

(15:44-15:52)

In this conversation, Yuka is flouting the maxim of manner by being ambiguous. He stated, "close friends that are romantic, maybe" which is a contradictory sentence. By

saying the word romantic, it contradicts his previous statement that they are just close friends. He's also placing the word romantic as the adjective of the friendship he has with Jule, which creates an ambiguity of what kind of relationship he actually has with Jule. Moreover, he added that there are no feelings involved in their relationship, which causes more ambiguity in his statement. By saying the word romantic, it suggests the feeling of love that only lovers have. This ambiguity shows the flout of manner maxim that Yuka does blatantly. The flouting of maxim of manner in this conversation further exposes Yuka's honesty regarding the whole situation of infidelity.

Flouting Relevance

Data 1

Dr.Richard: Kayaknya sekarang sudah putus pertemanan juga tapi kamu masih sayang dengan Aya.

Yuka: Kalau aku di aku sebenarnya walaupun kita putus atau apapun, aku pengennya silaturahmi tetap dijaga makanya aku tetap chat baik-baik tuh.

(10:19-10:28)

In this conversation, Yuka is not providing an answer to the question. He instead flouted the maxim of relation by explaining that he wants to still be in contact with his ex-girlfriend, Aya. This doesn't answer the question of; "are you still in love with Aya?" This question is completely left unanswered. Yuka avoided the question completely by saying he just wants to still be on good terms and communicate with Aya. This flout of relation shows that Yuka doesn't want to expose any information regarding the matter to the audience.

Conclusion

The results show that there are 20 utterances containing flouted maxims. The maxims flouted are Quantity, Manner, and Relevance, with 16 utterances flouted maxim of quantity, 7 utterances flouted maxim of manner, and 3 utterances flouted maxim of relevance. This flouted maxims specifically happen when Yuka responds to sensitive questions regarding relationship and feelings. Through flouting maxims, Yuka avoids answering questions directly, provides ambiguous answers, or gives too little and too much information. These findings show that flouted maxims are not always a communicative failure, but can also be an intentional use of language that relies on the audience's ability to infer implied meanings. The implied meanings suggest attempts to defend personal credibility and manage public judgement. This study thus concludes that flouted maxims can also function as a deliberate strategy in communication, specifically in this case is within public conversations such as podcasts, where speakers must balance transparency with public image protection.

Despite the insights offered by this study, researchers are aware of the limitations of the study. The analysis is based on limited data from a single podcast video featuring Yuka on the Dr. Richard channel. Future research may address these limitations by expanding the data to include multiple podcast episodes, different speakers, or comparable interviews across various media platforms. Future studies may also compare maxim flouting across various types of spoken interaction, such as interviews or public discussions, to provide a broader understanding of how implicature is constructed in extended discourse. Such research would help strengthen the application of Grice's Cooperative Principle in modern communication contexts.

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